

NOTE FOR: DCI

FROM: Director of Personnel

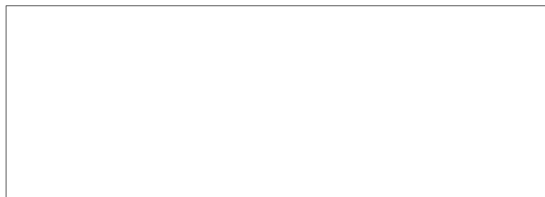
SUBJECT: Consolidated Fund Campaign

Just a note to thank you for your support of this years Consolidated Fund Campaign (CFC) and to provide you with some information that may be helpful to you as you host the CFC coffee to be held in your conference room between 0815 and 0845 on the morning of 10 October.

STAT The primary purpose of the coffee is to show your support of CFC to the Directorate Chairpersons and their alternates. Each Directorate, including the DCI area, plus ICS  are expected to have two representatives attend the coffee. We have also invited several key persons from my office and our Loaned Executive to attend. In all we expect approximately 17 people to attend.

While the coffee is scheduled to last 30 minutes you need only attend the last half. During the first part of the coffee our campaign coordinator will have the attendees introduce themselves to each other and when you come in I will introduce you to them as a group. It would be good if you could then meet each one of them individually. Following their introducing themselves to you the time will be yours to make what comments you would like.

I have attached for your review some thoughts that may be helpful to you in your presentation. I have also enclosed papers you have previously seen and/or signed regarding the CFC that may be helpful in refreshing your memory of the entire program.



The following thoughts might be used by the DCI as he meets with the CFC Chairpersons during the coffee being hosted by him from 0815 to 0845 on 10 October in the DCI conference room:

1. This Agency's Consolidated Fund Campaign is only a part of the National Capital Area campaign whose goal it is to raise over \$17,000,000 this year.

2. Our part of that goal is \$361,000 which we can make with a lot of work.

3. Last year we raised \$328,000 which was the first time we went over the \$300,000 mark.

4. To achieve our goal we must do two things; first, train our Key Workers and second, support them and give them the time to solicit all employees. The Office of Personnel will assist you in the training of your workers.

5. In addition to our supporting the National Capital Area in this campaign we are also soliciting funds for our own Educational Aid Fund (EAF) and Public Service Aid Society (PSAS). These activities are very worth while as they help our employees and their dependents with college expenses and with money to tide them over financial emergencies.

6. Last year we had only 46% of our employees contribute to the CFC. This is a very low percentage when compared with other Federal Agencies and if we are to achieve our goal this year we must have much broader participation. We cannot and will not require anyone to participate, however, we must give everyone the opportunity. When they have heard the CFC, EAF, and PSAS message the decision is theirs.

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CFC KICKOFF RALLY

Thursday, 11 October 1984

2:00 p. m.

Headquarters Auditorium

STAT

Opening Remarks.....

[Redacted]

Chief, Personal Services Branch  
Office of Personnel

Address.....

Robert W. Magee  
Director of Personnel

STAT

Keynote Address.....

[Redacted]

Director, Combined Federal  
Campaign

1985 CFC Film.....

"The Winners"

Question and Answer Session

REF ID: A66667  
107-2880  
14-3537

SEP 24 1984

MEMORANDUM FOR: Director of Central Intelligence

VIA: Deputy Director of Central Intelligence  
Executive Director  
Deputy Director for Administration

FROM: Robert W. Magee  
Director of Personnel

SUBJECT: 1984 - 1985 Combined Federal Campaign

1. This year the Agency's Combined Federal Campaign (CFC) will run from 22 October through 16 November with a goal of \$361,000, which is 10% above last year's achievement and is in harmony with the increases agreed upon for the National Capital Area after discussions of this matter at a cabinet meeting. Administratively, you are the Chairman for the Agency and I serve as the Vice Chairman. Once again the Office of Personnel will coordinate the campaign. The success of the campaign, however, is dependent on two major factors: (1) the support given by Agency managers at all levels; and (2) proper training of the volunteer workers. I have attached for your signature two memoranda which will officially put this year's campaign in motion, establish your support, and ensure the proper training of the key workers.

2. I believe the most effective pattern for manager involvement would be set by your hosting a coffee for approximately 20 key campaign workers. The coffee should last for no more than half an hour, only the last half of which would be attended by you. The first half would be used by the guests to become acquainted with one another. Those to be invited would be the Agency's Campaign Coordinator and his staff plus the directorate representatives. At this meeting you would express your personal support of CFC, encourage their best efforts and offer your thanks for the work they will do during the campaign. Following your lead the deputy directors should be asked to hold similar sessions with their office/division key representatives. This procedure was effectively used by Agriculture Secretary Block with the campaign coordinators from 30 Federal agencies.

3. The Office of Personnel is prepared to assist in any way possible to ensure a successful campaign. Our Campaign Coordinator is [redacted] and he can be reached on extension [redacted]

Robert W. Magee

Attachments: a/s

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Central Intelligence Agency



Washington, D C 20505

## MEMORANDUM FOR ALL EMPLOYEES

1. The theme for this year's Combined Federal Campaign (CFC) is, "Catch the Spirit". As we work with this theme, I ask that you reflect on the standard of life we enjoy in this country and on this Agency's goal of excellence. Professionally we have all caught the spirit and our contributions to the safety and strength of this nation are without number. Our efforts, however, quite properly go unnoticed and unheralded. Through the CFC we have the opportunity to personally help the many people in our country who are not able to help themselves. Again, we will get no personal recognition, but we will gain the pride and confidence that comes with knowing we have given of our own means for the benefit of others.

2. Last year we combined to contribute an all time high of over \$328,000 and I commend you for that outstanding effort. As we go into this year's campaign, we cannot look back and say, "That is enough". We must look at the needs of those who need help and do more. In this spirit the goal for this year has been set at \$361,000, or 10%, above last year's achievement. In previous years, we have had fewer than 50% of our employees participate. The efforts of a few have been outstanding, we now need the efforts of all. To this end, I ask that each of you listen to the CFC story as it is explained to you by your key worker and that you look to your means and contribute what you can. I also ask if possible you make your contribution by payroll deduction.

3. During the campaign you will also have an opportunity to contribute to two Agency-sponsored programs which directly benefit our own employees and their families—the Educational Aid Fund (EAF) and the Public Service Aid Society (PSAS). EAF is a voluntary association that provides financial assistance in the form of scholarship awards to qualified dependents of current, retired, and deceased employees. PSAS renders financial aid to eligible individuals who are in urgent need of such assistance and have exhausted all means of self-help. Contributions to both PSAS and EAF may also be made by payroll deductions.

4. I personally support CFC with my contribution and ask that you do the same. Our continued support is urgently needed as we "Catch the Spirit" of giving in this year's campaign and work to achieve our goal.

A handwritten signature in dark ink, reading "William J. Casey".  
William J. Casey  
Director of Central Intelligence